

ABSTRACT

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LEGAL PROTECTION FOR CONSUMERS AGAINST ENDORSEMENT OF COSMETIC PRODUCTS CONTAINING MISLEADING INFORMATION BY CELEBGRAM ON SOCIAL MEDIA INSTAGRAM

(xiii + 163 pages, 17 attachments)

Science and technology have progressed so rapidly and have affected various aspects of human life, including communication. One of the significant inventions of communication tools in the modern era is social media such as Instagram. This has led to the emergence of various innovations in the business world, one of which is by utilizing celebgram in endorsing cosmetic products on Instagram. Unfortunately, not all celebgrams are careful in endorsing cosmetic products, and it is not uncommon for these products to have no marketing authorization and are harmful to the health of the body. As a result, numerous consumers are victims of misleading information in the endorsement of illegal cosmetic products. However, there is a legal vacuum that regulates celebgram in making endorsement on Instagram in Indonesia. Therefore, the author wants to analyze how legal protection is for consumers against endorsement of cosmetic products that contain misleading information, and what are the legal consequences for celebgram who endorse cosmetic products that contain misleading information. The purpose of this study is to determine the legal protection for consumers against endorsement of cosmetic products containing misleading information, as well as legal consequences for celebgram who endorse cosmetic products containing misleading information. This research uses empirical normative research method, where primary data is obtained through interviews and questionnaire and secondary data is obtained through literature study. The results of this study, namely 1) in order to guarantee consumer rights, cosmetic products that are circulated must have a distribution permit issued by BPOM and are made according to the CPKB and endorsements must be objective, not misleading, and do not pretend to be drugs or aim to prevent a disease. 2) Even if there is a legal vacuum, celebgram who misleadingly endorse cosmetic products on Instagram can be subject to the ITE Law or be demanded compensation for unlawful acts.

References: 100 (1978-2022)

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